

A large billboard for Marlboro cigarettes. The background is split horizontally into a red top half and a white bottom half. On the right side, a man wearing a light blue cowboy hat and a light blue button-down shirt is shown from the chest up, looking down at a cigarette he is holding in his right hand. The word "Marlboro" is printed in a large, bold, black serif font across the center of the billboard, with the letters partially overlapping the red and white background.

Marlboro

© Philip Morris Inc. 1997. All rights reserved.

17 mg "tar," 1.2 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: PREGNANT WOMEN WHO SMOKE RISK FETAL INJURY AND PREMATURE BIRTH.